

THIRD AVE. UNITED CHURCH, OVERLOOKING A CORNER OF CITY HALL PARK

## SASKATOON

SASKATCHEWAN, CANADA

Its picturesque site on the wooded banks of the noble Saskatchewan River strongly appealed to the early pioneers of the plains—men of vision who dreamed of a future metropolis.

### A DREAM COME TRUE.

Today sees that dream come true. A thriving, sturdy young city of wholesale and industrial plants, of beautiful churches, hospitals, public buildings, with spacious parks and playgrounds, with charming homes on prettily treed and boulevarded broad avenues, with a progressive populace and an alert business activity, with bank clearings, postal and custom returns, building permits and realty sales all showing steady increases as month succeeds month—this now is Saskatoon.

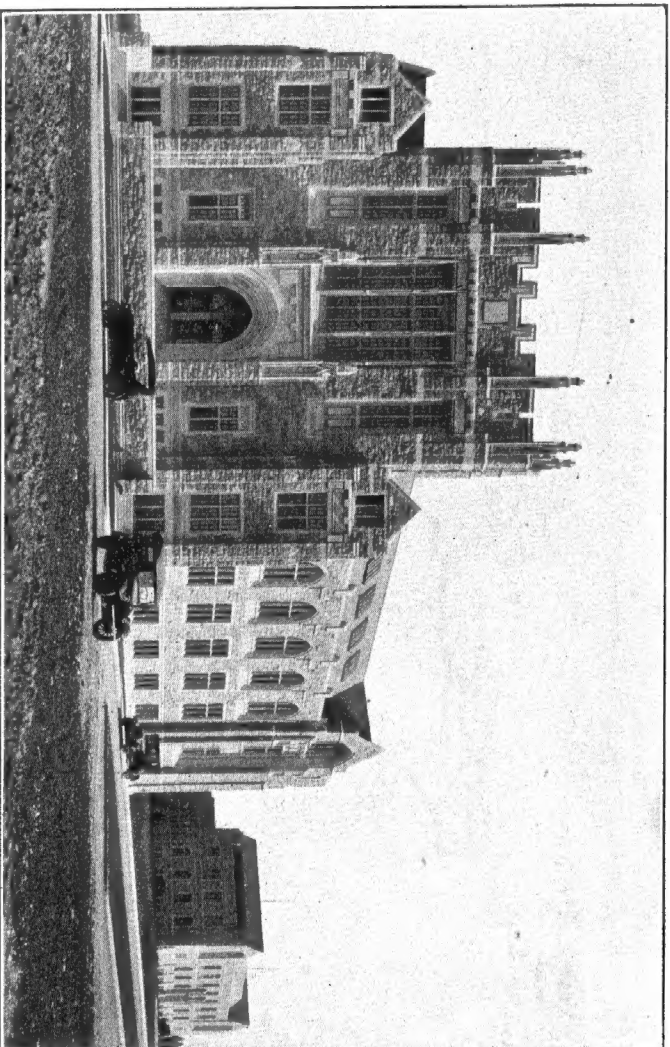
### POTENTIAL WEALTH.

Saskatoon is the commercial centre of the world's richest wheat belt, in a province the value of whose field crops, amounting to \$363,837,000.00 in 1925, exceeds the total value of the field crops of British Columbia, Alberta, Manitoba, New Brunswick, Nova Scotia and Prince Edward Island combined by \$322,000.00. What a rich productivity! Yet, millions of acres are still untouched. Saskatoon, in the centre of this great potential wealth, offers a golden opportunity to the experienced farmer who is weary with work on worn-out land in other states.

### WHOLESALE CENTRE.

Saskatoon has 85 wholesalers and jobbers, and is developing as a manufacturing and industrial centre.

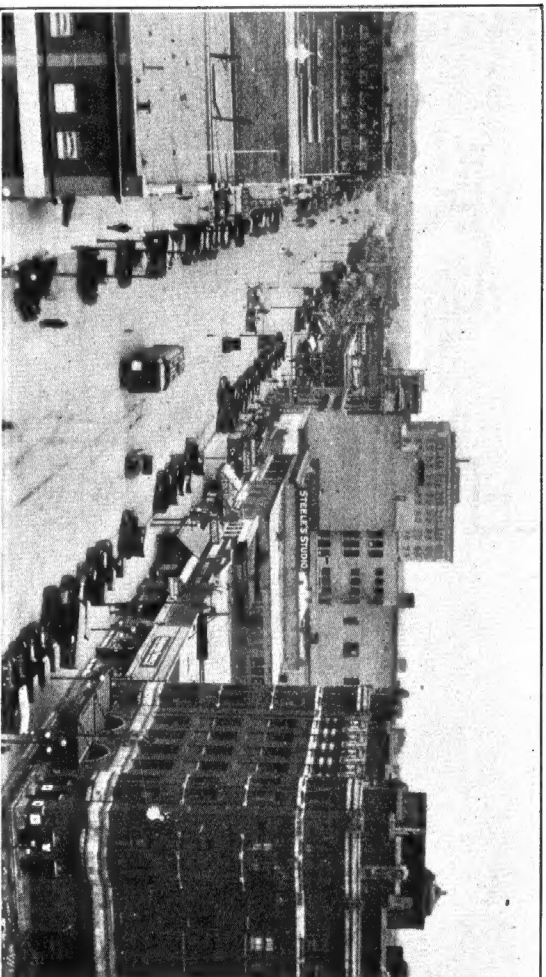
Saskatoon is a great railway divisional point, with thirty passenger trains leaving daily over C.N.R. and C.P.R. lines. It is the wholesale distributing centre for a territory of 48,000 square miles. Its industrial shipping facilities are second to none. Hence Saskatoon has assumed an important place in the transportation world.



THE CHEMISTRY BUILDING, UNIVERSITY OF SASKATCHEWAN

### "SHIP FROM THE CENTRE AND NOT FROM THE RIM."

This graphically depicts Saskatoon's strategic location and accounts for its marvellous growth, since in a few short years the population already exceeds 35,000 — the youngest city in Western Canada.



SECOND AVE., LOOKING SOUTH, SASKATOON'S MAIN BUSINESS STREET

### UNIVERSITY CENTRE.

Saskatoon is the educational centre of Saskatchewan, with its Provincial University, the Agricultural College on 1,360 acres, the Dominion Forestry Farm, its Normal School, two colleges, five church colleges, and eighteen modern public schools.

### PUBLIC UTILITIES.

The city owns its public utilities, and is striving to make them the best to be found in any city its size. It is financially sound and progressive. It offers happiness, growth, and opportunity for business success to all who call it their home town. Saskatoon is attractive to those who are looking for a new and better place in which to establish a business — a finer place in which to found a home. While it has the advantages of larger cities, it is small enough to insure an ideal home life.

Saskatoon is a great Co-operative Community Centre—a real convention city, where visitors are welcomed and where they "stay longer." Saskatoon improves with acquaintance.

### TOURISTS LIKE IT.

Tourists like it and return. It is the gateway to the famous big-game hunting grounds. From it in any direction shooting parties can while away hours of delightful excitement, with the finest wing shooting in the world—grouse, geese, duck, chicken and partridge abounding.

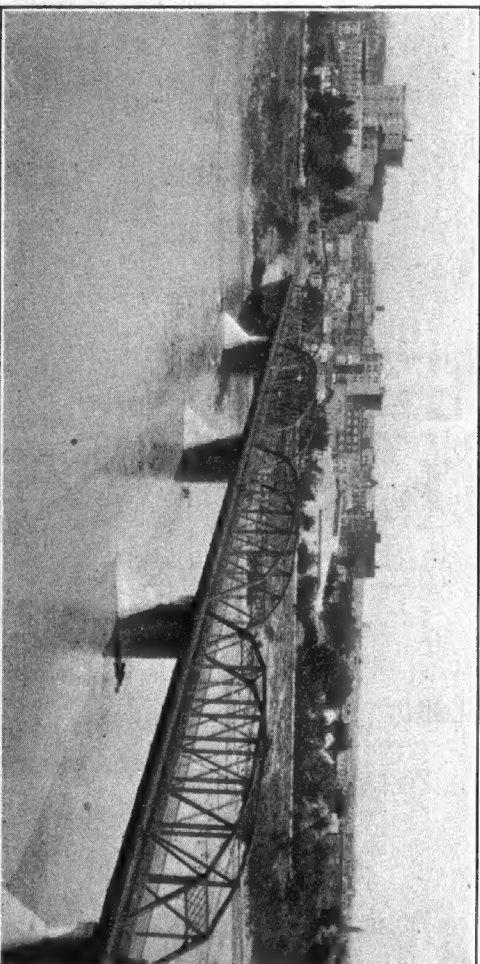
Saskatoon, 1,560 feet above sea level, is on the main North and South Pike for motor traffic, on the Jasper Highway, on the Golden Wheat Belt Highway, on the Saskatoon-Yellowstone Trail, the main tourist routes through the West. Good roads radiate to all parts of Western Canada. Attractive summer resorts at many picturesque watering places are within easy access by auto.

Saskatoon is the only city in Central Saskatchewan—the home of Marquis Wheat. Located in a wealth of fertility, this district is attracting a flood of immigration and a flow of new capital.

### SEE SASKATOON FIRST.

In Saskatoon is blended the CULTURE of the EAST, the ENERGY of the NORTH, the HOSPITALITY of the SOUTH, and the VISION of the WEST.

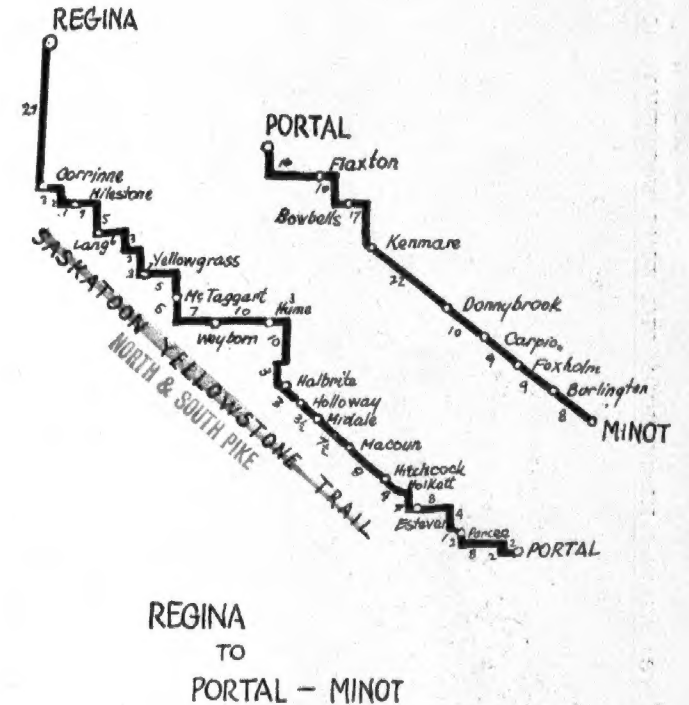
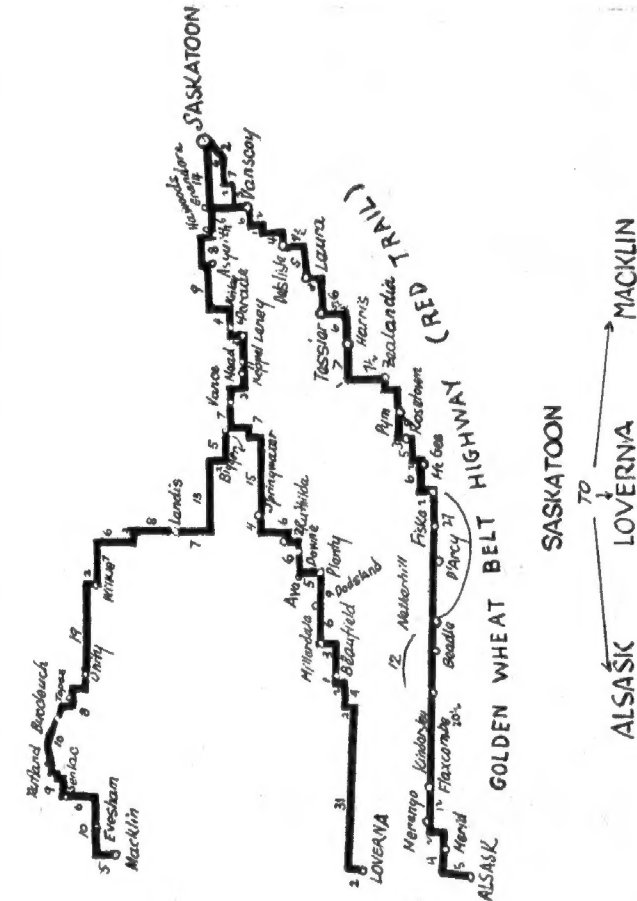
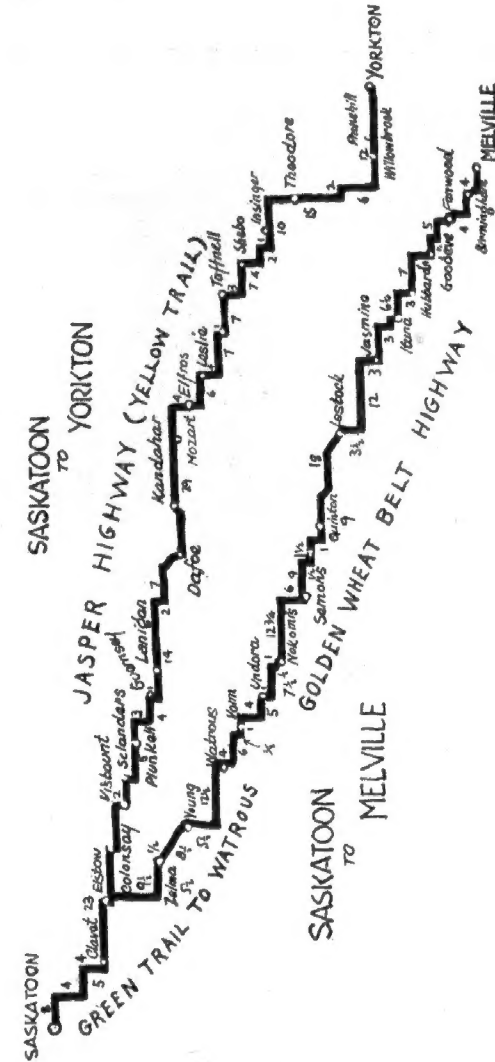
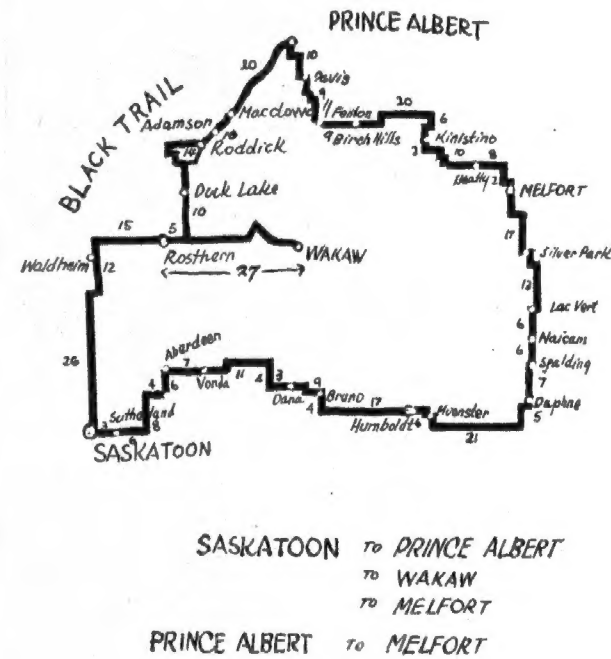
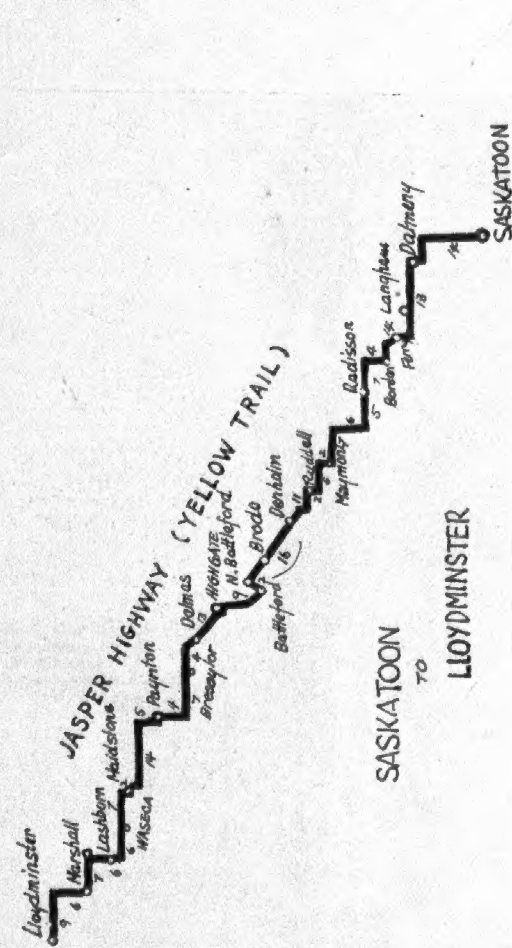
If you think of seeking a new home, come to this great new land promising prosperity and happiness, and FIRST SEE SASKATOON.



VIEW OF SASKATOON, FROM THE NINETEENTH STREET TRAFFIC BRIDGE



# Auto Tourist Route, showing mileage on the main Motor Highways radiating from Saskatoon



Saskatoon's new tourist camp on Lorne Avenue, South, is prettily located among the bluffs between the Exhibition Grounds and the City Golf Course. The City water service gives adequate accommodation. The kitchen, office, and caretaker's quarters are conveniently placed. The camp offers a cheery welcome to nomads of the road.

To our visitors we extend a cordial welcome. We hope your stay will give you both pleasure and profit, and that you will find our Hotels, Restaurants, Stores, Clubs, Golf Links, and Amusements a source of interest and convenience. In leaving may you carry home happy memories of an enjoyable visit at Saskatoon.

SASKATOON BOARD OF TRADE, SASKATOON, CANADA.